

LeTourneau  
College

Faith brings  
us together.  
Ingenuity sets  
us apart.

# Now

## Creative talent developed at Research Institute

LeTourneau students are noted for their intellectual capabilities, but they also display an unlimited supply of creative talent and energy. Dr. Russell Primrose, vice president and academic dean of the college, does not want to waste that creative energy, so he devised a way to transform it into a vital educational resource.

In the fall of 1985, Dr.

Primrose initiated the LeTourneau College Research and Advanced Development Institute (the Research Institute). It is a nonprofit auxiliary of the college, chartered to make the technical research and problem-solving skills of LeTourneau students and faculty available to private industry.

A. D. Harms, an electrical engineer with more than 33 years experience working for high tech industries, was selected to be director of the Research Institute.



A. D. Harms

"In today's complex, industrial world, managers often look outside their own companies for people with technical, problem-solving skills to work on production and testing projects. Usually these are one-time, short-term projects so it is more economical to hire outside expertise than to do the work in-house," said Harms.

He continued to say that LeTourneau students and faculty can apply their technical knowledge to real-life situations

and test their problem-solving abilities with these projects.

"The experience sharpens their skills and keeps them up to date with what is happening in the industrial world. They usually earn the higher wage that accompanies a position requiring a superior level of technical ability. That's a big benefit for students, most of whom must work to pay their college expenses," Harms said.

Harms discusses project possibilities with company officials and negotiates contract terms. Then he organizes teams of students and faculty advisors to do the work. One plan currently underway is a testing project for Snow Coil Corporation, a manufacturer of air conditioning equipment. A team of two students and two faculty advisors has built a test lab to measure the performance specifications of condenser coils which will be used by the company.

In the future, Harms expects the number of project



**Mechanical Engineering**  
Professor Don Garrett and senior M.E. students Barry Westmoreland and Dave Marsh use a microscope to study the grain structure of a stamped metal product. Analysis of the grain structure will help eliminate stamping reject problems. The project involved 16 students over a two-month period. It is one of several Research Institute projects currently underway.

opportunities to increase. As he explained it, "Many industries

look to our students and faculty because their work is thorough and accurate. We can set up and run projects for a reasonable cost that would not normally be

economical for commercial research companies."

Harms emphasized that the faculty, students and industries involved all share in the benefits that result from this cooperative effort.

## Now has a new look

We have updated the format of *Now*. The new look is designed to help readers capture the sense of progress and excitement that pervades the campus.

In the "President's Message," Dr. Austin shares his vision for the future of LeTourneau College. As you read through the pages of *Now*, you will become familiar with the programs and activities that are shaping the future of LeTourneau, including new recruitment methods, new attitudes about learning, a more active Student Senate, a cooperative education program and a stronger division for special programs.

*Alumni News*, formerly a separate publication, has been joined with *Now* and will include expanded coverage of issues and activities of interest to alumni.

You will be kept abreast of important events taking place on campus and who's making news on the sport "scene." We also included one of Mom LeTourneau's all-time favorite recipes.



# Coop program offers work-study opportunity

Applying principles learned in the classroom, reinforcing skills received through education by solving real-life problems and getting on-the-job experience are all important educational objectives. LeTourneau has a reputation for emphasizing the applied aspect of education. During the college's early days, an alter-day program required students not only to attend classes but to work on alternate days, bringing together theory and work experience.

Today, the college offers a coop work-study program which provides the same benefits for the students who participate in it. Shawn Lohstroh, a sophomore and an electrical engineering major, is one of those students.

"I became aware of the coop program last year when I asked Mrs. Georgie Willcox, director for special programs, for help finding a summer engineering job," said Lohstroh. "One thing led to another, and shortly I was interviewed by a representative from IBM for a coop job in Dallas, which I gladly accepted."

Lohstroh's position with IBM took him to the Personal Computer Assistance Center. IBM salespeople and customers call the center whenever they have questions about personal computer products sold by IBM. Lohstroh began his program with three weeks of training in product information where he supported DOS as well as the computer hardware. He will gradually move on to more complicated equipment and software.

Forty students from colleges throughout the state work in the center. Lohstroh is the first LeTourneau student to participate in IBM's program. "The work is interesting, and I have learned a lot," said Lohstroh. "My introduction to IBM products has greatly



Participating in the coop education program will add a year to Shawn Lohstroh's college experience, but the problem-solving work experience and the higher level pay make it worthwhile.

expanded my understanding of computers. After graduation, I'd like to work in the area of engineering design, so it is important for me to have as much knowledge about computers as possible. Working with students from other colleges and universities has also been very enlightening. It's convinced me that I'm receiving as good or better an education at

LeTourneau as I could have anywhere else."

Because he will work full-time for three semesters, it will take five years for Lohstroh to complete a four-year degree; however, the extra effort is worth it for him and other coop students. They not only gain valuable work experience, but also earn higher-than-average wages for college students. This is an important consideration for students who must work their way through school.

"I'm pleased that LeTourneau College intends to continue developing the coop program,"

said Lohstroh. "Getting quality work experience is a big advantage, but more than that, I'm getting a feel for the type of work I want to do after graduation. I've known people who have spent a great deal of time preparing for a specific career only to find later that they don't like that kind of work."

LeTourneau College plans for

expansion in the coop program as the number of students participating increases and as industrial and business relations multiply.



Howard W. Spencer (72) has joined the General Electric Research and Development Center as a safety engineer, according to a recent announcement by Dr. Reinhard Sidor, manager of Occupational Safety and Health. A certified safety professional, Howard also earned his M.E. degree in Industrial Engineering/Safety from Texas A & M University in 1975. Howard and his wife, Barbara, reside in Scotta, New York, with their three children.



John B. Whiteley (49) was recently elected to another three-year contract as president of the Houston Community College System, a position he has held since 1974. The Board of Trustees' vote was unanimous, following Whiteley's annual performance evaluation, to offer him a contract that will extend his presidency through 1989. He is the college's third president.

*LeTourneau assesses  
recruiting style*

The declining number of high school graduates (a trend that demographic studies maintain will last another decade) has had an adverse effect on college enrollment around the country. This has caused many college officials to reexamine their marketing and recruiting programs.

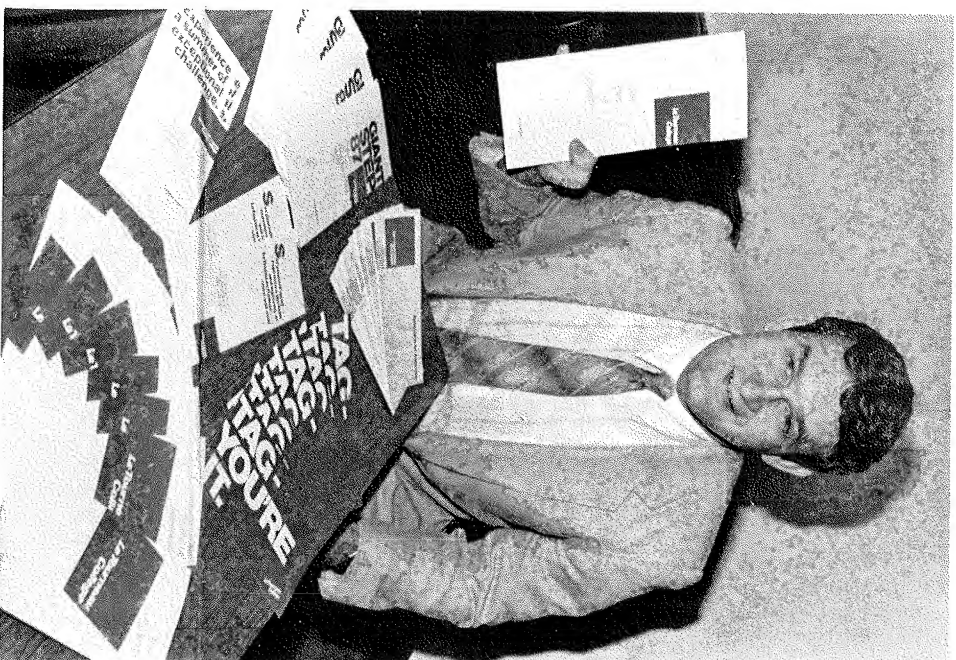
LeTourneau is no exception. "Like many institutes of higher learning, LeTourneau has had to plan for the future to maintain satisfactory enrollment levels," said Roger Kieffer, director of admissions, "but we are very optimistic."

LeTourneau has been described as the best kept secret in higher education, but administrators want to reveal the facts and are developing a new, contemporary look to market the LeTourneau College concept.

Some changes have already taken place. The format of the college's literature, including *Now*, the campus newspaper, and the opening of a Visitor Center are among the first modifications to occur. The center welcomes guests with a guided tour of the campus and reading materials that reflect the progressive new image of the

Another aspect of the recruiting process that has been

reviewed is the type of contact made with prospects. "We have made major strides in



New promotional materials present the college with appeal and accuracy. "Our goal is to answer inquiries within 48 hours," says admissions director Roger Kieffer.

personalizing our relationship with prospective students," says Kieffer. "Inquiries are usually answered within 48 hours. Often the response includes a friendly phone call from a student, one of the admissions staff or a faculty member, then we keep in touch throughout the year with letters, personal notes or phone calls."

According to Kieffer, there is no substitute for meeting people face-to-face. Because of this, admissions representatives spend many weeks of the year visiting prospective students in high schools, churches and even in their homes. "College/Career Fairs" hosted by schools and churches offer another opportunity to meet with pupils individually as well as in groups.

Kieffer continues to say that it is difficult to visit everybody who has shown interest in attending LeTourneau. One reason for this is the fact that LeTourneau draws students from 49 states and 20 foreign countries.

"Admissions counselors and funds just won't stretch that far, so we depend on volunteers among our alumni and parents to help spread the word," Kieffer said. Often these volunteers go out of their way to help. "Last fall, I was in Fort Lauderdale, Florida, visiting schools in the area and was invited to stay with one of our student's parents. I appreciated their gracious hospitality. It was an enjoyable experience that made my job a little easier and also reduced my travel expenses," said Kieffer.

Kieffer emphasizes that the goal in the admissions office is to inform every prospective student of the opportunities and challenges that await them at LeTourneau. "I really enjoy talking with young people about our college. Often I can explain how we can help prepare them for a challenging, satisfying career and strengthen their commitment to the Lord," said Kieffer.

*A recipe from  
Mrs. R. G. LeTourneau*

*Chicken  
Tortilla  
Casserole*



- 8 chicken breast halves
- 12 corn meal type tortillas
- 1 pound sharp cheddar cheese, coarsely *grated*
- 1 can cream of mushroom soup
- 1 can cream of chicken soup
- ½ small can Ortega green chili peppers, chopped
- 1 small onion, chopped
- 2 cups sour cream
- ½ cup chicken broth
- salt and pepper to taste

Cook chicken in large pot of boiling water with a little onion and celery. Discard onion and celery. Cut up chicken and tortillas into bite-sized pieces. Grease a large casserole (9" x 13"). Place half of chicken in casserole first, then a layer of tortillas. Mix together cream of chicken and cream of mushroom soups, add chopped peppers, onion, sour cream and  $\frac{1}{2}$  cup broth. Blend well; pour half of this mixture over tortillas and sprinkle with half of cheese. Repeat same procedure with remaining ingredients, ending with the cheese. Bake in 350 degree oven for 45 minutes. Serves 10 to 12.

*LeTourneau offers new  
travel opportunities*

Mrs. Georgie Willcox, director of special programs, will be leading two overseas tours this summer. A Scandinavian tour departs on June 14 visiting Denmark, Sweden and Norway, returning on June 29.

A two-week tour of the British Isles has been scheduled for July 11 through July 26.

Learn more about these beautiful countries while you enjoy Christian fellowship. Mrs. Willcox is known for her attention to detail and the caring way she attends to tour members. Accommodations are always the best available. Write today for information or call (214) 753-0231, extension 318.



Four alumni met for a small,

unofficial reunion in Stavanger, Norway. From left to right, they were: Jim Lightfoot (W.T./M.T. '79), project engineer, Phillips Petroleum Company, Norway; Steve Vecle (W.T./M.T. '80), self-employed contractor; Paul Wittenbach (W.E. '80), welding engineer, PPGON; and Dong Dietl (W.E. '81), construction engineer, PPGON.



Rodney (68), Pam, Paul and Debbie Kinch have returned to Bogata, Columbia, to continue their mission work with the Wycliffe Bible Translators. They are praying for open doors of ministry among the Yuruti tribes this spring.

IN MEMORY

ELMER SELF ('50) of Diana, Texas, passed away in August 1986.

**KARL SCHNEIDER**  
(78-80) of Brighton,  
Michigan, died of cancer on  
January 29, 1987.



# The Challenge Of The Future



Dr. Austin enjoys a few moments of conversation with students Michelle Craig and Mike Zickert.

by Dr. Alvin O. Austin

Famed baseball player turned coach Yogi Berra is credited with making the statement "If you don't know where you are going, you are certain to end up somewhere." We laugh at this statement, but hidden within it is profound meaning. If we don't know where we are going, we will find ourselves stubbing into life's every obstacle and never reach our desired destination.

This simple truth applies not only to our individual lives but to organizations and institutions and most certainly to LeTourneau College. Unless we know where we are going and identify the various obstacles that lie in our path, we will find ourself ill-prepared to reach our goal of continuing to be one of the quality Christian colleges of the world, offering a unique blend of spiritual vitality, academic excellence and a spirit of ingenuity.

As I near the end of my first year as president of LeTourneau College and look toward the future, I see several major challenges that we must be prepared to face if we are to be undeterred in accomplishing our goals. Here are five challenges that we must meet.

### Challenge #1

We must remain enthusiastically committed to our Christian mission. Over the years, we have seen too many colleges and universities lose their Christian vitality in their desire to be more academically sophisticated or in their attempt to be all things to all people. I am absolutely convinced that we can retain the vigor of our faith and still strive for excellence in all of

our programs. To make certain that we not only understand the importance of this faith relationship, and I have no doubt that the LeTourneau College community is deeply committed to this, and to assist us in better communicating this to the world, this spring I will be convening a "Mission Commission." This will be comprised of representatives of our board of trustees, faculty, staff, students, alumni and friends. We will come together for several days of concentrated study, prayer and dialogue to develop a clear and concise "Statement of Educational Mission" which will be our outward testimony to the world and our internal foundation for the future.

### Challenge #2

We need to have a student enrollment of 1,200 to 1,500 students who are academically capable of our strong curriculum and who desire and will benefit from the integration of faith, learning, and living that they experience at LeTourneau. Today, our enrollment is approximately 800. We do not desire to be a mega-university, but a planned increase of 400 to 700 students would allow us to retain the personal interaction which we currently have while allowing us to be more cost effective in the use of our faculty and our campus. In an era of declining enrollments, this will be no easy challenge to meet. We do know that LeTourneau College is often referred to as the "best kept secret in Christian education." We want to change that and have engaged a firm to assist us in developing a stronger marketing program and to upgrade our publications and admissions

materials. By fall, we will have completed a state of the art video which any of you can request to show to prospective students and youth groups. We want to better utilize our friends and alumni to be our "ambassadors" in their hometowns and churches. We must find new financial aid resources to assist our students in funding the cost of their education. Even though LeTourneau is among the lesser expensive Christian colleges, we find our students struggling under the burden of expenses, a number of whom must leave each year because of their inability to find adequate funds, even by working long hours.

### Challenge #3

To meet the demands of an increasingly technological and sophisticated world, we must find ways to continually upgrade our academic programs and the equipment which supports them. We desire to continue to maintain our uniqueness with strong programs in engineering, technology, and aviation, yet these are expensive programs that are equipment-intensive. We continue to acquire new computer equipment, including the latest computer assisted design (CAD) equipment, new aircraft and other up-to-date hardware, but the needs are almost endless.

We are giving greater emphasis to our already strong business program. We have just appointed Dr. Fred Carlson to be acting chairman of our new Division of Business Administration. We continue to seek ways to enhance our programs in the liberal arts and sciences; in math and computer science; and in health, physical education and recreation. Added students in these areas would greatly strengthen these programs.



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### Challenge #4

We must provide adequate facilities and strive to improve the attractiveness of the campus. A recent visitor to the college described us as a "no nonsense campus." While we have many fine structures, we need to address the aesthetic qualities of the campus and, as a still very young campus, complete physical plant needs by constructing several new structures. I have appointed a Campus Master Plan Committee which is beginning its work to identify and prioritize

## Missions Emphasis

"That We May Understand" was the theme for Missions Emphasis Week held January 12-16. A variety of events provided students, faculty and staff with exposure to virtually every phase of world missions. Dr. Ben Cummings, senior vice president of World Radio Missionary Fellowship in Quito, Ecuador (HCB), was one of several missionary speakers at chapel services. Forty missionaries representing 27 mission organizations participated in the week-long emphasis.



the facilities needs of the campus. We will soon begin planning for a five-year capital fund drive which will fund the construction of a campus student and community center, a chapel/auditorium, and some additional residential units.

Challenge #5

We need to assist in meeting the educational concerns of our surrounding community and region. We are a world-class college with students coming from 49 states and 22 countries, yet we have few students from Longview and East Texas. We are the only fully accredited four-year college in our city and county, and we must follow Christ's dictates to minister to and serve our own neighbors as well as continue to reach out to the world. To assist in this, we have just created a new Division of Special Programs and have named Mrs. Georgie Willcox as its director. Through this program, we will be providing courses and degree opportunities at times convenient to the part-time student, the student living and working in the surrounding region.

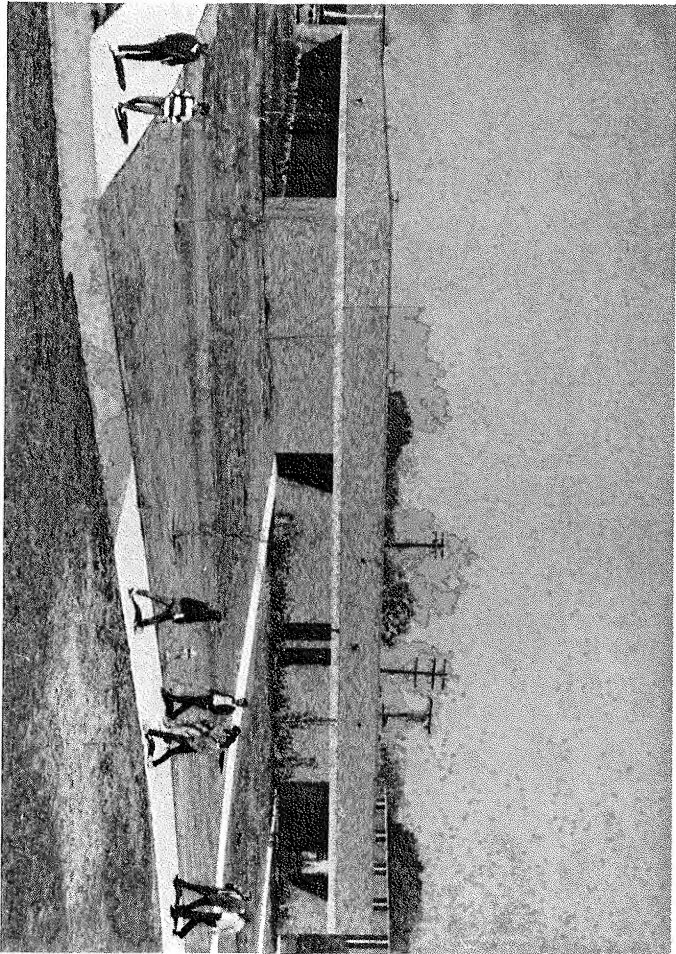
We have also initiated a new Research and Development Institute through which our students and faculty can use their talents to assist area businesses and industries by doing research on products, manufacturing techniques and business practices.

- I've identified five significant "Challenges for the Future":
- \* To remain strong in our commitment to our Christian mission.
  - \* To see our student enrollment grow to a more efficient size.
  - \* To continue to strengthen our academic programs and to provide state of the art support equipment.
  - \* To provide adequate facilities and an attractive campus.

\* To serve our neighbors of East Texas as well as the world.

We face these challenges not as obstacles but as opportunities. We are confident that with God's leadership and help, the hard work of our faculty and staff, and the love, prayers and support of our friends, we will succeed in fulfilling our mission to provide quality Christian education and training to the men and women who will be the leaders of tomorrow and beyond.

Next issue:  
classroom building update



The dedication of Heath-Hardwick Hall will be held at 11:00 a.m. Friday, April 24. The next issue will include a full report on this major project.

Caring & Sharing

"Caring and Sharing" was the theme for Women's Week activities February 9-15. Jeanne Hendricks, conference speaker and family life seminar leader, was the featured guest. She is the author of two books, "A Woman for all Seasons" and "Afternoon: For Women at the Heart of Life." Women's Week is an annual event sponsored by the LeTourneau College Women's Council.

Spring Break  
Missions Emphasis

Missions in Mexico was the emphasis as three LeTourneau teams participated in a spring break missions trip to Mexico during the last week in February. The three teams included a women's volleyball team, a men's basketball team and a mixed puppet team.

Volleyball and basketball competition was scheduled with teams from branches of the University of Mexico and athletic clubs within the city.

The puppet show was presented in Spanish with the assistance of LeTourneau freshman Felix Mellado, a Mexican national whose home is only 100 miles from the site of the sports competition.

Life-long learning;  
I-D-E-A-s at work

Learning is a life-long process. It does not stop when a degree is earned or a career is begun. LeTourneau College encourages life-long learning with the IDEAs of the Special Programs Division under the direction of Mrs. Georgie Willcox. The acronym includes programs for the entire community.

Innovative programs like Giant Step and College for Kids are designed to help young adults prepare for college. LeTourneau also offers a program for talented and gifted students, a series of week-long programs for senior adults and a variety of sports clinics for young people.

Developmental programs, including a wide range of conferences, professional seminars and training sessions, are presented through this area of the Special Programs Division. The seminar, "Women in the Professions," advertised in this issue of Now, is just one example.

Evening and Weekend College is an advanced placement degree program for those who have earned a minimum of 60 semester hours of credit from an accredited institution and wish to complete a degree.

Adult and Continuing Education classes offer practical courses like real estate, computer courses, conversational languages, management, self-improvement and much more.

The IDEA of life-long learning has been manifested in the form of these special programs and is evidence that LeTourneau College is providing educational opportunities, not only for traditional college students but for any person interested in furthering his/her education.

Developments in the Special Programs Division will be reported in future issues of Now.

Faculty Employment  
Opportunities

Mechanical Engineering:  
LeTourneau College invites applications for a faculty position teaching undergraduate courses in mechanical engineering. A Ph.D. in mechanical engineering is required and an interest in metallurgy, solid mechanics and mechanisms is preferred. Resumes should be sent to: Dr. Russell Primrose, Vice President - Dean of the College, LeTourneau College, Box 7001, Longview, Texas 75707.

Electrical Engineering:  
LeTourneau College invites applications for a faculty position teaching undergraduate courses in electrical engineering. A Ph.D. in electrical engineering is required and an interest in microprocessors, automatic control and associated laboratories is preferred. Resumes should be sent to: Dr. Russell Primrose, Vice President - Dean of the College, LeTourneau College, Box 7001, Longview, Texas 75707.